Google™ on Steroids: Search Tools, Strategies, Tips, Tactics for Successful Online Business & Market Research

Arizona Technology Council
January 29, 2014
Jan Knight
Jan Knight

- Bancroft Information Services – Since 2001
- “Partnering with Entrepreneurs”
- Research, Analysis, Writing.
- Bus Development, Bus Plans, Marketing Strategies
- Strategic partners: Incubators & Companies
- Previous Lives: Marketing, advertising, publishing, website organization, strategy & usability testing
- Education:
  BA-Univ. of California, Berkeley; MA - Univ. of Arizona
What We’ll Cover

- Market Research:
  - “Primary” versus “Secondary”
- Secondary - Strategies & Tips
- Don’t Just “Google it!”
- Additional Tools
- Social Media Research
Market Research – a general definition

- Gathering, recording and analyzing information about your business.
- Information and analysis that can provide INSIGHT.
- “Information for the Competitive Edge”
When & Why

- Looking for Funding!

- **Industry information:** key players, segmentation, statistics, trends, regulatory issues, what drives the industry
- **Competitors:** services & products, sales methods, marketing, distribution
- **Market analysis:** target market, market size, forecasts, statistics, demographics, market drivers, market barriers.
- Customer preferences & habits
- Client prospecting. Presentations to Potential Clients.
A serial entrepreneur says....

**Market Research**

Successful entrepreneurs really understand their markets. This knowledge will allow them to execute with focus and precision.

But don’t worry.

If they don’t want to make the market research investment upfront, the market will teach them everything they need to know. The only problem is that by then, it will be too late.
"We introduced a new product into the marketplace about 2 years ago and are introducing another one within the next 2 years. In the first case we found that we didn’t do enough initial market research and may have improperly placed ourselves in relation to the established competition within the marketplace. We are attempting to correct this for the product that we released 2 years ago as well as attempt to avoid the mistake with our newest introduction."
Primary Research

- Data collected from original source
- Collected for a specific purpose
- **Quantitative** (Surveys) Hard facts or opinions representative of or larger group.
- **Qualitative** (Focus Groups, Interviews) Opinions not projectable to larger group.

Traditional or with Emerging Technologies: Mobile Phones, Web Surveys, Online Focus groups
Focus Groups

- Homogeneous group, spontaneous input, can be redirected, stimulate new ideas, needs good moderator to stimulate interaction, can show items and people can hold them.
- Recruiting issues, small sample
- Cannot generalize to larger population, thus validity considerations.

- Example – Medical Device Prototype
Surveys

- **Mail** – Can show photos, ask more questions but low response rate.
- **Telephone** – Can probe answers but can’t show pictures, and have limited time.
- **Personal Interviews/IDI’s (In depth interviews)** Can probe, but expensive and time consuming.
- **Web/online** – can push them back to website, ask & show questions.
Secondary Research

- Accessing of information & data previously collected
- Often for different purpose
- Good precursor to Primary research
  (Articles, Studies, Newspapers, Company & Industry Databases, Social Media, Presentations, Video)
Factors Determining Cost

Secondary
- Mature industries = more information
- New and niche = not studied as much = less information
- Less expensive than Primary Research BUT robust data requires $
- Fee based information.
- Turnaround time.

Primary
- *Focus groups* – locations, #
- Incentives
- *Interviews* – locations, #
- *Surveys* - # of questions & respondents
- Writing of questions
- Type of analysis, tabulations & reporting needed

$ or $$ or $$$$

$$$$ or$$$$$ or $$ $$ $
Secondary Research Strategy/Checklist

1. Assess potential availability of information.
2. Is it likely it actually exists in some form? Something close?
3. Who else would have commissioned a study on what you want to know? Other companies. Associations.
4. Where might it have been published? Journals. Magazines.
5. What trade shows or conferences would focus on the topic?

Think about your own industry & specific sources.
Fee-based Research Sources

- Examples of Subscription Fee-Based online databases
  - Data aggregators ($$$$)
    - Hoovers: www.hoovers.com (hybrid)
    - Statista: www.statista.com (hybrid)
    - IBISWorld www.ibisworld.com
    - Lexis Nexis: www.lexisnexis.com

- Thousands of databases, information on companies, industries, demographics, national & international.
Internet Search Strategies

1. Create source list
2. Review key words & phrases
3. Keep good notes on sources & keywords used.
4. Note reason for saving the URL. 😊
5. Start again with new topic.
6. KNOW WHEN TO STOP
Search Strategies

- Don’t Just Google™ It!
- But when you do.....
  - Use *advanced* search capabilities
    - Boolean Logic (AND, NOT, OR)
    - File types (PDF, PPTX etc.)
    - Domain types (.com, org etc.)
    - “Similar to”
  - Be specific rather than general
  - Be creative – think like a search engine!
  - Be aware of the *Invisible Web!*
Search Strategies

**TIP:**
Be specific and use Boolean logic. Use ADVANCED SEARCH *(find at bottom of page after initial search)*

- *Market size personal care products* = **120 million**
- "personal care" AND products AND "US market size" = **1.5 million**
- "personal care" AND products AND “US market size AND organic -Global" = **8 results**
Advanced Search screen

Find pages with...

all these words: "personal care" products organic

this exact word or phrase: US market size

any of these words:

none of these words: Global

numbers ranging from: to
Natural and Organic Personal Care Market in the US - Academia.edu
www.academia.edu/.../Natural_and_Organic_PERSONAL_Care_Market_in_...
Market Segmentation 7.1 Natural And Organic Personal Care Products ... And Organic Skin Care Segment In The Us market Size And Forecast 7.4 Natural And ...

Research and Markets: The UK Market for Natural & Oragnic ...
www.businesswire.com/.../Research-Markets-UK-Market-Natural-Oragni...
Apr 18, 2013 - The UK has one of the largest markets for natural & organic personal care products in Europe. Although growth has slowed since the financial ...

[PDF] The United States Market for Natural & Organic Personal Care ...
www.researchandmarkets.com/.../the_united_states_market_for_natural_...
Description: Natural Personal Care Products Becoming Mainstream. The US has the largest market for natural & organic personal care products in the world.

[PDF] US market size for natural / organic personal care products ...
www.researchandmarkets.com/.../us_market_size_for_natural__organic_...

Organic skincare market size: Related answers - Plaintxt.org
www.plaintxt.org/organic_skincare_market_size/answers/...
30+ items - Select most relevant answers among results featuring organic ...
Organic and chemical free skincare/ haircare/ cosmetics market. cost of antiwrinkle/aging products.

Research and Markets: Tea in the US - Market Size and Forecasts to ...
Free Online Library: Research and Markets: Tea in the US - Market Size and ... whose main focus is natural and organic foods and personal care products.

[PDF] Agri-Business, Production, Processing and Marketing Information ...
pdf.usaid.gov/pdf_docs/PNARX33.pdf
Try These Phrases

<table>
<thead>
<tr>
<th>Market share</th>
<th>Market trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market analysis</td>
<td>Market size</td>
</tr>
<tr>
<td>Industry profile</td>
<td>Industry outlook</td>
</tr>
<tr>
<td>Best practices</td>
<td>Go to market strategy</td>
</tr>
</tbody>
</table>
## Try These Phrases

<table>
<thead>
<tr>
<th>Consumer Preferences</th>
<th>Competitive Landscape</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth Trends</td>
<td>Studies or Polls</td>
</tr>
<tr>
<td>White Papers</td>
<td>Surveys</td>
</tr>
<tr>
<td>Lessons Learned</td>
<td>Demand determinants</td>
</tr>
</tbody>
</table>
## Try These Phrases

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer demographics</td>
<td>Commercialization</td>
</tr>
<tr>
<td>Benchmarking</td>
<td>Key ratios</td>
</tr>
<tr>
<td>Operating Conditions</td>
<td>Industry Outlook</td>
</tr>
</tbody>
</table>

Bancroft Information Services (C)2014
Google’s Little Quirks

- The computer being used makes a difference.
- Check what you get versus what others get

Word Order
- Dell market share
- Market share Dell
- Dell “market share”

- Different number of results & actual results
Google’s Little Quirks (cont.)

- Use “autocomplete” as a research tool to show competition, linkages, connections

- Start typing….. “Dell versus”

Autocomplete options include: HP, Acer, Lenovo, Gateway
International Research

Remember:

- Other countries have search engines.

- Some countries (UK) spell words differently.
  - Flavor vs flavour
  - Specialty vs speciality
  - Aluminum vs aluminium
Wikipedia?

- www.wikipedia.org
- Anyone can edit – caution – even you!
- Use only as primer
- Go to bottom of page & review resources/citations & follow those sources
- Corroborate with other sources
- Don’t cite Wikipedia in a business plan or to investors
Other Wikis

- Wikinvest – www.wikinvest.com
  - Two categories:
    2. Concepts – trends in broader economic issues and industries

Many other Wiki related sources.
Other Search Tools

- Use **Tools** or **Search Engines** made for your industry

- MSDS (Material Safety Data Sheets) – [www.msds.com](http://www.msds.com)
- ThomasNet – [www.thomasnet.com](http://www.thomasnet.com) (GREEN BOOKS)
- Science search engines – e.g. [www.SciSeek.com](http://www.SciSeek.com)

......many, many more
Sources: Newspapers

Looking for news in all the right places!

Look for local stories on competitors, potential vendors, potential clients

- “Big Fish” versus “Small Fish”
- *Austin Business Journal* versus *New York Times*
Sources: Discussion Groups

- Used to be Yahoo Groups, Message Boards, Listservs® within companies or Forums.
- Sign up & LURK 😊
- Take note of discussions on trends & products
- Locate titles & experts from signatures

Examples:
  GE Healthcare - Microbiology network (discussion of articles and products)
Sources: Google™ Alerts

Find a Google Search that is successful, save as alert.

When result appears in top 10 or 20, you receive email
http://www.google.com/alerts

TIP: Set up Alerts on competitors, industry, partners, yourself.
Sources: Industry/Trade Assoc.

- Membership of professionals in a field
- Local, Regional, National, International
- Often commission studies of interest to members
- Specific member benefits may include access to member lists, data on members
- Check for their Trade Journal

TIP:
- Do your target markets belong to a trade association?
- Do you?
Government Sources

- Authoritative
- Timely
- Free
- Federal, State, City, County

A tangent......

- Have you considered the government as a client?
- View competitors prices & contracts.
US Census – People & Demographics

- [www.census.gov](http://www.census.gov)
- State, County, Zip Code, Census Tract, Block
- Income levels
- Education level
- Commute time
- House size, # of people in house, children
- Employment status
- Population of an area – with projections
US Census – Economic & Business

- NAICS – North American Industry Classification System) old term was SIC
- County Business Patterns
- Economic Census

OTHER SOURCES:
- Ref USA Database @ some public libraries
- Commercial real estate property sheets show demographics
Company Websites – Why?

Potential competitor, collaborator, partner, client

- PPT (PowerPoint presentations)
- Press Releases
- Annual Reports
- Biographical Info on executives
- History of Company – review their growth
- Social Media links and messages

Caution – tell you what they want you to know!
Sources: Trade Shows/Conferences

- Look at online program
  - Exhibitors
  - Sponsors
  - Speakers & Experts?
  - Topic tracks – discern trends and topical issues
Sources: Market Research Reports

- Fee based – sometimes very expensive
- General or industry focus
- Occasionally provide samples or abstracts
- Variations in data based on differences in methodology
- Occasionally purchase by “the slice” – e.g. page, chapter, table, section
1 Market Overview 413.55 USD
  5.1 Market Mining Sector To See Slowing Growth 412.85 USD
    5.1.1 Obstacles To Constrain Sector Growth 55.00 USD
    5.1.2 Slow Copper Expansion 72.03 USD
  5.1.3 Precious Metals Maintain Interest 75.28 USD
    Table 9 US - Select Mining Projects 55.00 USD
  5.1.4 Coal Exports To Rise 71.18 USD
  5.1.5 Zinc & Lead To Remain Subdued 61.12 USD
    Table 10 United States: Mining Industry Value & Production 55.00 USD

2 Regulatory Development 448.93 USD
  6.1 Stable But Slow Regulatory Environment 447.91 USD
    6.1.1 Recent Developments 55.00 USD
  6.1.2 Stable Regulatory Environment, But Permitting Remains Slow 100.28 USD
    Table 11 Key US Mining Laws 55.00 USD
    6.1.3 Long Permitting Times Weigh On Sector 55.00 USD
    6.1.4 Pollution Controls To Affect Coal Producers 55.00 USD
    6.1.5 Tax Regime 73.66 USD
  6.1.6 Corruption Minimal 120.98 USD
    Table 12 US Political Overview 148.81 USD

3 Commodities Forecast 480.54 USD
  7.1 Monthly Metals Strategy 479.60 USD
    7.1.1 Ferrous Metals 94.78 USD
    7.1.2 Base Metals 55.00 USD
    7.1.3 Copper: Continued Weakness 83.68 USD
    7.1.4 Nickel: Persisting Fall 71.79 USD
  7.1.5 Zinc: Holding Steady, For Now 126.34 USD
    Table 13 Select Commodities - Performance And BMI Forecasts 74.33 USD
    Table 14 Global Commodities Strategy 55.00 USD

4 Competitive Landscape 330.10 USD
  8.1 Sector To Remain Consolidated 329.12 USD
    8.1.1 Developed Market Consolidation 225.16 USD
    Table 15 Financial Data For Key US Mining Firms 275.23 USD
    8.1.2 Domestic Mining Sector Focus 73.70 USD
Reverse look-up

TIP:
“reverse link look up”
Find out who and what other companies or organizations are linking to a website.

link: commercial-real-estate-tucson.com

Useful for: identifying partnerships, memberships, buyers’ guides showing more of the same type of company etc.)
Tucson Commercial Real Estate for Sale and Lease - Tucson, Arizona
www.loopnet.com/Arizona/Tucson-Commercial-Real-Estate/ ▼ LoopNet ▼
Tucson, Arizona commercial real estate for sale and lease on LoopNet.com. Find Tucson MLS listings. Get Tucson recent sales comparables, Tucson ...

Tucson Real Estate - Tucson, AZ Homes for Sale - realtor.com®
www.realtor.com/realestateandhomes.../T... ▼ National Association of R... ▼
Homes for sale and other real estate in Tucson, AZ. Find Tucson homes for sale on realtor.com(R). ... Den/Office; Laundry Room; Basement .... Sponsored Links ... Tucson Single Family Homes - Tucson Condos/Townhomes ... - 621 - 10

Commercial Real Estate Group of Tucson, LLC - Our Difference is ...
commercial-real-estate-tucson.com/ ▼
As Tucson's expert tenant representative, Commercial Real Estate Group of Tucson provides unbiased, in-depth guidance only to users and investors of ...

Commercial Real Estate Group of Tucson
www.tucson-tenant-representation.com/ ▼
Your Tenant Representative in Tucson. Ph: (520) 299-3400. LinkedIn; Rss. commercial-real-estate-tucson.com. Home; Featured Articles; Real Estate News Google+ page · Be the first to review

📍 4525 E Skyline Dr #113, Tucson, AZ 85718
(520) 299-3400

Long Realty Commercial Real Estate - Tucson - AZ Arizona ...
www.longrealty.com/pages/commercial-industrial-retail-real-estate-arizona ▼
Long Realty's Commercial Services is proud to provide unparalleled service to the commercial market offering brokerage, consulting, and financing services for ...
Image Search on Google
“Venture Capital” Evaluation
Competitors & Companies

TIP: “Way Back Machine”

www.archive.org

Provides archives of websites

Useful for: product line growth, executive changes, changes in marketing strategy, corporate branding
Welcome to the Archive

The Internet Archive, a 501(c)(3) digital library of Internet sites and digital form. Like a paper library, researchers, historians, scholar general public.

 |_ Browse (by keyword) |
 | Live Music |
 | 124,345 concerts |
 | Curator's Choice (more) |
 | Grateful Dead Live at Fillmore East on 1970-09-19 |
 | Recent Review |
 | Tedeschi Trucks Band Live at House of Blues - Boston on 2012-11-29 |
 | Average rating: ★★★★★ |

| Audio |
| 1,844,769 recordings |
| Curator's Choice (more) |
| [GCAF025] MAZEL SOURCE - The Logist EP |
| His very original deep sound and somehow special treatment in a background makes his work unique... |
| Recent Review |
| [GV-242] Astral & Shit - ka - tet |
| Average rating: ★★★★★ |

| Texts |
| 5,755,783 texts |
| Curator's Choice (more) |
| Alton trials - Winthrop S. Gilman, Report of the trials succeeding the act Elijah P. Lovejoy was killed |
| Recent Review |
| iOS & Android Castle Clash Hack Passwords New Glitch |
| Average rating: ★★★★★ |
January 13, 2006

New Members
The AZ Tech Council welcomes the following new members:
ADP Major Account Services
ITWorkgroup Inc
Mission3, Inc
StorageCraft Technology Corporation
Enterprise Technology Services
Galco Expense Management Group
IPower
Pearson Digital Learning
Smithco Marketing + Communications
Stewart, Cooper & Coon
ToolPax Technologies

UPCOMING EVENTS
Council Connect Featuring Bob Parsons, President and Founder, GoDaddy.com®; Winner of the Ed Denison Business Leader of the Year Award at the 2005 Governor’s Celebration of Innovation
» January 20, 2006

AFTER 5 Showcase - Bionmed Biotechnologies
» January 25, 2006

Avnet Science and Technology Fair
» February 25, 2006

Council Connect: Norman Stout, Executive VP, Inter-Tel
» March 14, 2006
January 28, 2014

PUBLIC POLICY GUIDE
AZTC's Public Policy Committee created a list of principles in a number of subject areas then established related positions, which will be used as the foundation of the Council's public policy efforts. This Guide is being distributed to members, partners and legislators both at the state and the federal level. To download this Guide as a PDF, click here.

Public Policy Guide 2014
AZTC is the state's leading voice calling for a technology-based, pro-growth and business-focused legislative agenda. The 2014 Public Policy Guide outlines the Council's legislative priorities for the coming year.

A vital part of our growing technology community.
With almost 750 member companies throughout the state, the Council is Arizona’s largest science and technology organization. Members of the Council include technology companies, service providers, government agencies, academic institutions and not-for-profit organizations.

More About the Council

Passionate about helping our members succeed.
As a member, you are supplied a plethora of benefits including discounts on products and services from the Council's diverse membership. Members also receive marketing exposure through the Council's many communication channels and access to networking events and educational seminars around the state.

View Membership Benefits

Getting involved couldn’t be any easier.
Signing up for a AZTC membership is quick and secure. We offer three types of memberships to fit the type of business you own. Sign up and get involved today!

Sign Up Today
Search for information on Blogs and Social Media. Caution on who is posting & why.

“Only 4 percent of unhappy customers will provide feedback on a survey while 52 percent of buyers will post a product review on a blog.” ...Quirks Market Research.

Solid customer feedback can be found.

Social Media – postings, images, customers, vendors
Personal profiles
  ◦ Look for connections, companies, executives, history, what groups they belong to

Company pages/profiles
  ◦ *Advanced Search*: keywords, names, company, school, location
LinkedIn Groups

- Industry research
- Funding
- Start-ups
- Company/partner
- Competition – some companies sponsor their own groups
www.slideshare.com

Provides copies of presentations people have given and uploaded.

Sometimes share really interesting facts.
  ◦ Target markets
  ◦ Growth figures
  ◦ Trends
  ◦ Manufacturing details

NOTE: Can also let you search Videos & Infographics
Example:

- **Pumps** – pump market research
- Uploaded on Mar 4, 2011 (8 mins)

Bancroft Information Services (C)2014
Facebook

- Business pages
- Personal pages
- Useful for determining ALL kinds of things

- Execs: hobbies, sports teams, political leanings, family, travel, mutual friends, colleagues

- Companies: view what they’re promoting, news, what people are saying about them etc.
Twitter

- There are opportunities to “listen in”
- Described as a “sentiment machine”
- Discern “trending topics”
- Follow industry experts, writers, analysts
- Follow company execs

- [http://search.twitter.com](http://search.twitter.com)
  - Use Advanced Search and review Operators
  - Can search people, places, attitudes
  - Search for tweets “Mentioning These Accounts”
Good Luck!

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